

ORDER



KSDK

Orders
Order / Rev: 720954
Alt Order #: 06366082
Product Desc: AKIN FOR SENATE
Estimate: 2844
Flight Dates: 10/09/12 - 10/12/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 3946 North Hampton Drive
 Powell, OH 432065

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Akin,T/R/Senate
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	9	\$12,450.00	\$10,582.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$12,450.00	\$10,582.50	0.00
Totals	9	\$12,450.00	\$10,582.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/09/12	10/11/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-T---	:30	2	\$675.00	P-2	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-T---			2		\$675.00		0.00				
E 2	KSDK	10/09/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-----			1		\$750.00		0.00				
E 3	KSDK	10/09/12	10/12/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-TF--	:30	3	\$1,650.00	P-2	0.00	NM	3	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-TF--			3		\$1,650.00		0.00				
E 4	KSDK	10/09/12	10/12/12	LN (M-F) LN (M-F)	CM	10-1035p	-T-TF--	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-T-TF--			3		\$1,800.00		0.00				
													Totals	9	\$12,450.00